

## ***2003-5 WUTC Strategic Plan***

### **Mission:**

The WUTC protects consumers by ensuring that utility and transportation services are fairly priced, available, reliable and safe.

### **Vision:**

We envision a day when we have achieved these outcomes:

- Competitive markets develop under regulatory policies that are relaxed or eliminated where competition is effective.
- Consumer protection is maintained during and after transitions to effective competition.
- Where effective competition has not developed, regulatory oversight ensures that companies have an opportunity to earn a fair rate-of-return while consumers are protected.
- Public safety is enhanced.
- Consumers make informed choices about their use of utility and transportation services.
- Reliability and affordability ensure all consumers have access to utility and transportation services.
- The Commission is a trusted source of information about regulatory issues.
- Our stakeholders value the Commission as an efficient and effective regulator.
- The Commission fosters a positive work environment and the success of its employees in achieving this vision of the UTC at its best.

### **Strategies:**

We will pursue the following strategies to realize our vision:

- Ensure essential consumer protection through fair rates, compliance with service quality and equitable business practice standards, and reliability of delivery systems.
- Increase competitive entry and consumer choice where benefits exist for consumers and improve regulation where competition is not feasible.
- Enhance public safety by ensuring safe industry practices, effective public education about safety issues, and improved public policy.
- Assist citizens to be informed consumers of utility and transportation services in competitive and monopoly markets.
- Make prompt, sound decisions.
- Adopt new regulations where needed and eliminate requirements and oversight no longer necessary to protect the public.
- Provide timely access to information about regulated firms and Commission actions.
- Build partnerships with others to achieve the agency's mission.

## **Values:**

Our actions consistently reflect our values so that, as we work with one another and stakeholders, we do so in a way that embraces:

- Diversity: By incorporating differences in thought, style, experience, and culture into our organization and work.
- Honesty: By acting with integrity, genuineness, and candor.
- Initiative: By assuming personal responsibility to accomplish the agency's mission and goals.
- Open communication: By willingly sharing information to ensure accurate understanding.
- Respect: By honoring the contributions and feelings of colleagues and stakeholders.
- Risk taking: By seeking innovation and creativity to foster agency and personal growth.

## **Organizational Strategies:**

We will pursue the following strategies to strengthen the Commission and realize our vision of a Commission when we are at our best:

- Continually improve our services and increase our efficiency and productivity.
- Recognize others for their contributions and celebrate their achievements.
- Encourage employee development through goal setting, work opportunities and supportive learning experiences.
- Strengthen the organization by attracting and retaining capable employees.
- Develop our ability to measure our successes.
- Support teams and work-groups by deploying useful tools and improving access to information.
- Share the information we create and knowledge we possess.
- Act with initiative, responsibility and creativity.
- Model agency values to ensure a positive work environment.